IBS

National Convention PROGRAM

March 16–18, 1979

Shoreham Americana
Washington, DC

Welcome

You've come a long way to attend this event, and now that you're here, the staff of the IBS Convention would like to first, thank you for coming, and second, suggest that you take a minute to sit down, relax, and look over this booklet. We think you'll find it interesting.

All of the scheduled sessions and events for the convention are listed here. Your time is valuable, and will be better spent if you plan out ahead of time what you are going to do. Read through this book, mark off the sessions that you think important, and split up the responsibilities of attending them among members of your delegation. Arrange to meet with your station people several times during the weekend, to compare notes and revise schedules. Use the space to the left of this page to take notes, make appointments, etc. In short, organize yourself now, and obtain the maximum benefit from the convention.

Besides the many sessions, we have an exhibit hall set up in the Blue Room, along with the IBS Registration. Take the time to look around it; the exhibit hours are from 12:00 noon to 9:00PM Friday, and from 10:00AM to 6:00PM on Saturday. Many exhibitors are planning to open hospitality suites during the evening hours for your entertainment. We'll distribute a list of these suites later in the day on Friday, and their locations will also be posted in the Blue Room at that time. But first, a word of warning: hospitality suites are subject to curtailment if things get out of hand at any time. Please don't disturb other hotel guests, don't leave bottles around, and remember that suites are open as a courtesy to you. Rip-offs reflect rather poorly on us all.

At the IBS Convention, you have some opportunities to meet face to face with some people that are interesting, and often, important to you and your station. You can obtain help from them, and make valuable personal contacts at the same time. At the convention, you can (and will) have a lot of fun, too. The chance to do all of this comes infrequently, since student broadcasters rarely get together in such numbers. We're happy to provide the opportunity, but it's up to you to use it.

Good luck!

Rick Askoff

Rick Askoff
Convention Chairman

FRIDAY AFTERNOON

12-9PM **REGISTRATION AND EXHIBITS - BLUE ROOM**

Exhibits are also open Saturday from 10:00AM - 9:00PM

12NOON TO 3:00PM **STATION TOURS - VARIOUS WASHINGTON AREA STATIONS**

A limited number of IBS Convention delegates are invited to tour several stations in the D.C. area. To sign up for a tour, go to the Convention Desk in the Blue Room. Since available space is limited, tours will be open on a first-come, first-served basis, no more than two delegates from one station may go on a tour, and you must arrange transportation on your own. Consult with the IBS tour director at the Convention Desk to make travel plans. Last tour leaves at about 1:00PM Friday, so sign up early.

3:00 TO 4:00PM **THE FCC FORUM - PALLADIAN ROOM**

To some, the FCC is a nameless, faceless abstract far away in Washington. In this forum, you'll get a chance to meet a cross-section of key FCC staff people, who'll tell you briefly about each of their special areas, and how they relate to your station. This session is designed to give you some brief exposure to each of the major FCC working areas. It will be followed by longer workshops devoted to intensive discussions, with Q&A, in specific topics. This overview session will help you decide which specific workshop you'd like to attend at 4:00PM.

Opening Remarks: Commissioner Tyrone Brown

Moderator: Dr. Robert Hilliard, Chief, Ed. Broadcast Branch
William J. Tricarico, Secretary, FCC
Jerry Jacobs, Chief, Broadcast Facilities Div.
John Boursy, Supervisory Engineer) New and Major
Hugh Reed, Supervisory Attorney) Changes
Charles Estep, Broadcast Analyst)
Bob Hayne, Attorney, Existing Facilities
Steve Linn, Engineer, Misc. Services
Jeff Baumann, Chief, Renewals Branch
John Spencer, Attorney, Renewals Branch
Jeff Malickson, Attorney, Complaints & Compliance
Jonathan David, Attorney, Policy and Rules
Raymond W. Seddon, Chief, Emergency Comm. Division
Roy Kolly, Chief, Radio Operator and Public Service

Session Coordinator: Allen L. Myers, Broadcast Analyst, Ed. Broadcast Branch

More Friday sessions..

3:00 TO 4:30PM

COLLEGE RADIO NEWS PROGRAMMING - EMPIRE ROOM

The news schedule of a typical college radio station often calls for hourly newscasts of international and national news, perhaps some local coverage too. Some important questions may go unexamined: Should you be doing news at all? If so, what kind is really the most appropriate for your station? Should you imitate commercial formats, or innovate? Hard news, features, magazine formats...? All discussed here, with you, and many of Washington's leading News people.

Moderator: Dave Bartlett, News Director, WRC-AM
Len Diebert, Public Affairs Manager, WJLA-TV
Ted Landphair, Director of News & Public Affairs, WMAL-AM
Steve McCormick, Former VP, Mutual News
Ed Tobias, News Director, WTOP-AM
Bill Torrey, Professor of Journalism, American U.

FCC SESSIONS

4:00 TO 6:15PM

DOCKET 20735 - 10 WATT RULE CHANGES - PALLADIAN ROOM

This docket has been the center of important rules changes already, and still more issues remain to be settled. The biggest changes to date involve requirements for power and/or frequency changes for 10w stations and their relocation to the commercial band in some cases. New operating schedule rules require stations to be on the air for at least minimum time periods, and may require stations to operate year 'round at schools which operate Summer sessions. By next year, stations not operating 12 hours/day every day of the year may face a share-time application for their frequency. This session will include a discussion of the new rules, their rationale, and questions and answers on what they mean for your station.

Moderator: Jonathan David, Attorney, Policy & Rules Branch FCC

4:00 TO 6:15PM

FM FACILITIES WORKSHOP - EXECUTIVE ROOM

A discussion session dealing with applications for new facilities, changes in power, frequency, addition of remote control, remote pickup units, studio/transmitter links, etc. Review of application process, informal discussion and Q&A from both the legal and engineering points of view. If you're about to file for a new station or changes in your existing station, this is the place to have your questions answered.

Moderator: Jerry Jacobs, Chief, Broadcast Facilities Div.
John Boursy, Supervisory Engineer, New and Major Changes
Hugh Reed, Supervisory Attorney, New and Major Changes
Bob Hayne, Attorney, Existing Facilities
Steve Linn, Engineer, Misc. Services
Charles Estep, Broadcast Analyst, New and Major Changes

4:00 TO 6:15PM

FCC OPERATOR LICENSE CHANGES - CLUB B ROOM

About a month ago, important changes were made concerning the kinds of licenses acceptable for broadcast station equipment operation. The dreaded element 9 is no more. And, now, you don't have to take an FCC exam to obtain an acceptable license for most broadcast use. This session is designed to explain the new rules about Third Class licenses, Restricted Radiotelephone Operator permits, and to provide answers to your questions.

Moderator: Roy Kolly, Chief, Radio Operator & Public Service Branch, FCC

Friday afternoon sessions, continued...

4:00 TO 6:15PM

COMPLAINTS AND COMPLIANCE or CAN YOU DO THIS ON THE AIR? - TUDOR

This FCC area involves following up complaints regarding stations and their operations and making determinations whether what your station is doing, or proposing to do, is permitted or prohibited by the FCC's rules and regulations. One major area of interest is Docket 21136 regarding what's OK or not OK to do with public service announcements, give-aways, contests, and fundraising activities including auctions, marathons, and underwriting grants. Student broadcasters often have questions on these topics, and sometimes the answers are not what they expect.

Moderator: Jeff Malickson, Attorney, Complaints & Compliance FCC

4:00 TO 6:15PM

FM RENEWALS WORKSHOP - DIPLOMAT ROOM

A session on how and when to apply for station license renewal. Review of FCC form 342 requirements. Every licensed station faces a renewal filing sooner or later. It's a lot of work. Better to be prepared for it than to find yourself in a panic at the last minute. These are the people who process your renewals and therefore, the best people to ask any renewal questions you may have.

Speakers: Jeff Baumann, Chief, Renewals Branch, FCC
John Spencer, Attorney, Renewals Branch, FCC

4:00 TO 6:15PM

EBS: WHAT DOES IT MEAN FOR YOUR STATION? - CABINET ROOM

The Emergency Broadcast System (EBS) is a source of some confusion to many student broadcasters, though the rules and requirements are not all that hard to understand. This session will explain what the rules mean for your station, including the weekly tests and other obligations.

Moderator: Raymond W. Seddon, Chief, Emergency Comm. Div. FCC

4:30 TO 6:15PM

PROGRAMMING PHILOSOPHY - EMPIRE ROOM

One of student radio's great friends and severest critics holds forth about radio programming on student-operated radio stations. A lively, challenging debate is virtually guaranteed.

Moderator: George Meier, Editor, WALRUS Magazine

4:30 TO 6:15PM

TIPS ON GETTING YOUR FIRST & SECOND CLASS LICENSE - COLONIAL ROOM

This session is designed for engineers and programming personnel interested in obtaining the advanced FCC Radiotelephone Operator permits. Study hints...and question & answer time.

Moderator: Millard J. Watkins, III, Chief Engineer, WHMM-TV

More Friday Sessions...

4:30 TO 6:15PM

THE ECONOMY AND BROADCAST JOURNALISM - EMPIRE FOYER "A"

Economic journalism, or financial news reporting, can be interesting and informative. It certainly is important these days. To make this information relevant and understandable to your audience, first you've got to make it relevant and understandable to yourself. Then, you have to find ways of making economic news accessible, and interesting, to your listeners.

Moderator: Larry Butler, Director of Programming, Mutual Broadcasting System

4:30 TO 6:15PM

MAKING THE MOST OF ASCERTAINMENT - BOARD ROOM

This is a session designed to cover the Public Affairs/ Community Service aspects of the ascertainment process. Ascertainment can be a vital decision-making aid in your programming, one that can benefit the station as well as the community. Since stations over 10 watts must do ascertainment, you should know how to make effective use of data gathering and analysis; to make the process useful instead of simply a mechanical exercise.

Moderator: Joy Thomas Moore, Director of Community Affairs WMAL-AM & WRQX-FM

4:30 TO 6:15PM

NEWS AND SPORTS FROM THE BLACK PERSPECTIVE - CAUCUS ROOM

This session covers an area of programming that is rarely reviewed from a minority standpoint. News and Sports can be reported with special relevance to Black audiences. Here's some hints on how it's done.

Moderator: James Rowe, News Director, Mutual Black Network

4:30 TO 6:15PM

INTERNSHIPS - COUNCIL ROOM

Employers in the broadcast industry continue to demand experience from job applicants, and it gets harder and harder to land that first job out of college. One way to overcome this obstacle is to find an intern position, which gives you professional experience and contacts (at least). Session leaders at this meeting are both experienced interns, and have helpful ideas on landing internships, and how to make the most out of them.

Speakers: Donald M. Kreis, Intern, National Citizens Committee on Broadcasting
Robert Wade, Staff Writer, The Associated Press

6:15 to 7:30PM

Dinner ____ on your own

see pages 18-19 for local suggestions & map

FRIDAY evening

7:30 TO 9:00PM

CAREER PLANNING: THE FIRST STEP - EMPIRE ROOM

Starting a career in broadcasting or in the communications industry is more than the problem of finding your first job. To the extent that you are able, you should map out in general terms where you would like to go from here. This session will cover commercial radio, TV, the industry as a whole, the performers union (AFTRA), and more.

Moderator: Rod Collins, IBS VP
George Herman, Board Member and Former VP, AFTRA; CBS News Correspondent ("Face the Nation")
Ernest D. Fears, Jr., VP and General Manager WRQX-FM (ABC Affiliate)
Linda DesMarais, Program Manager, WJLA-TV
Joan Gore, Author, Asst. Dean, College of Arts and Science, Univ. of Virginia
Ed Perry, Jr., President, Educational FM Assoc.

7:30 TO 9:00PM

WHAT TO DO IF YOU'RE A 10-WATTER - PALLADIAN ROOM

The greatest impact of the new FCC rules seems to be on 10-watt stations. They may be forced to increase power and/or change frequency to survive. These are major steps for a small station. This is a free-wheeling session designed to discuss the rules changes, what they mean, and what your alternatives are. We'll have a number of IBS staff people on hand to lead the discussion and answer your questions.

Speakers: Jeff Tellis, President, IBS
Ludwell Sibley, IBS Engineering Staff
Tom Gibson, IBS Engineering Staff

7:30 TO 9:00PM

HOW TO FOSTER CREATIVITY IN PROGRAMMING - DIPLOMAT ROOM

"Creative" radio is one of thsoe things that everybody talks about, but rarely understands. We're not claiming to have a recipe for creative radio, and you can't really train people to be creative, either. But, we can talk about some inhibiting factors that exist at radio stations, and how to correct them to form an environment where creativity can happen.

Speakers: Rick Askoff, IBS Executive Vice President
John Murphy, Gen. Mgr., WHUS, Univ. of Conn.
John Davlin, Advisor, WWCU-FM, Western Carolina U.

7:30 TO 9:00PM

COMMUNITY RADIO PROGRAMMING AT THE COLLEGE RADIO STATION - EXECUTIVE ROOM

The concept of "community radio" on the noncommercial FM band is taking hold at many college stations. But what does it really mean? Originally, it implied a station that was owned by citizens of the local area, and not institutionally owned stations such as a college FM. But, community programming is another thing. What's that? We'll try to find out here.

Speakers: Nan Rubin, Director of Program Development and Public Affairs, National Federation of Community Broadcasters (NFCB)
Robert Frazier, Operations Director, WPFW-FM Pacifica Radio, Washington, D.C.

Friday evening sessions, continued...

7:30 TO 9:00PM

AUDIO PRODUCTION--BARE BONES TO PROFESSIONALISM - BOARD ROOM

This session will include taped demonstrations, most notably a humorous audio production that covers basic techniques. Also, advanced techniques of tape production will be discussed and demonstrated, with good as well as negative examples.

Speaker: Lou Tetreault, Staff Producer, WRPI-FM

7:30 TO 9:00PM

EXPANDING RESOURCES: RAISING FUNDS FROM YOUR STUDENT GOV'T - EMPIRE FOYER "A"

"Playing Politics" within a school or college is a complicated game, and there are a lot of tricks to it. This session is designed to pass some tips around, develop strategy and exchange ideas on dealing with student budget controllers.

Moderator: Norm Prusslin, General Manager, WUSB
IBS Board of Directors

7:30 TO 9:00PM

PROGRAMS FOR AND BY CHILDREN - CLUB "B" ROOM

Programs "for children and by children" will be discussed, with taped examples from WPFW, Pacifica Radio in D.C.

Speaker: Joyce E. Hill, Director of Children's Programming, WPFW-FM

7:30 TO 9:00PM

THE JOB OF THE MUSIC DIRECTOR - EMPIRE FOYER "B"

A basic session on setting up a good Music Director's position. Playlists, record company relations, reviewing new product, programming and working with the on-air staff will be discussed, with comments from all MD's welcome. A chance to share common complaints, problems, and to prepare for Saturday's Record Company Panels.

Moderator: Bob Cooper, Music Director, WTBR-FM

7:30 TO 9:00PM

DOING SPORTS REMOTES - CAUCUS ROOM

A discussion of how to go about doing live play-by-play broadcasting from the initial idea to the actual broadcast. Topics included are initial planning, sponsorship, working with the teams involved, promotion, play-by-play announcing, and problems associated with away games.

Speaker: Mark Stein, General Manager, WUVT-AM&FM
et. al.

7:30 TO 9:00PM

AOR PROGRAMMING - TUDOR ROOM

The advantages of formatting your AOR station, as opposed to loose structure or "free form", can be found in the improved service to listeners; and improved training for your jocks. Agree? This session is an open discussion for student AOR's.

Moderators: Ron Chadwell, Station Manager, WAMU
BJ Bradicich, Program Director, WAMU
Guest Speaker : To Be Announced

More Friday Sessions...

7:30 TO 9:00PM

ALTERNATIVE NEWS - COUNCIL ROOM

More and more stations are getting away from the standard rip-and-read short story format for newscasts. But alternative news is more than a simple re-packaging and longer copywriting; it also involves a closer look at the content of the newscasts. Content starts with sources, and part of this discussion will take a look at establishing broader contacts with sources of information you may not have been utilizing to provide the kinds of information that can honestly be called "alternative" news.

Moderator: Michael Fedorka, News Staff, WPKN-FM - Univ of Bpt
Guest Speaker: Susan O'Connell, Progressive Radio Network

7:30 TO 9:00PM

IMPROVING THE SOUND OF YOUR HIGH SCHOOL STATION - COLONIAL ROOM

A general discussion on many areas concerning high school stations, including programming problems, staff concerns, administration hassels, etc. Also, the special "community" of a high school station will be discussed.

Moderator: George Cowan, General Manager, WBMT-FM
Masconomet Regional School System, MA

9:00pm to ????

RECORD COMPANY HOSPITALITY SUITES

see separate list of suite locations or check list posted in Blue Room

Remember: Hospitality suites are subject to curtailment if things get out of hand. Please: don't disturb other hotel guests, don't leave bottles around, and remember that suites are open as a courtesy to you. This is a good time to get to know the record company people on an informal basis...tell them about your station and talk with them about their artists. Everyone else wants a chance, too, so please don't try to monopolize their time while others are waiting.

SATURDAY MORNING

9:30 TO 11:30AM

MANAGEMENT DEVELOPMENT CLINIC - COUNCIL ROOM

A Clinic on management and leadership styles. Organization structure, personnel training and evaluation, station goals dealing with typical problems, how to effectively represent your station to the outside world--in short, everything! This is an intensive clinic especially useful to newly appointed station management personnel.

Moderator: Karen B. Anderson
IBS Convention Staff, Board of Directors

9:30 TO 11:30AM

BASIC CARRIER CURRENT ENGINEERING - BOARD ROOM

For all engineers at Carrier Current stations, this session is designed to cover some of the basic engineering considerations of Carrier Current systems, from theory to design

Speaker: Ludwell Sibley
IBS Engineering Staff

9:30 TO 11:30AM

BASIC NEWS WRITING CLINIC - COLONIAL ROOM

The most commonly heard complaint about graduating students seeking news jobs is "they can't write!" Doing news in radio broadcasting means more than having a deep voice. This session is a clinic, designed as a practice writing meeting, with open criticism of your own work. A chance to improve your writing skill. Participants should bring a pencil and paper with them.

Session Leader: Elliott Wiser, News Director, WMRA-FM

9:30 TO 11:30AM

STUDIO DESIGN AND REDESIGN - EMPIRE FOYER "A"

Designing a new studio or rebuilding an old one can be one of the most important projects undertaken at a station. This session discusses ways to go about planning the project, evaluating your equipment needs, estimating costs, and doing the actual construction and installation.

Moderator: Tom Gibson, IBS Engineering Staff
Guest Speaker: Harry Larkin, Marketing Manager, LPB, Inc.
Guest Speaker: John Ring, President, Ring Associates, Inc.

9:30 TO 11:30AM

OPERATOR TECHNICAL RESPONSIBILITIES TRAINING - EMPIRE FOYER "B"

With an FCC exam on the technical material in element 9 no longer required to obtain an operator's license, many announcers and programming people may lack important technical understanding of their station's operations. The FCC-required responsibilities of the operators remain the same, but the burden of training has shifted to the stations. This session will review some of the in-station technical and engineering training procedures needed by non-technical managers and programming people for their station's operator training.

Dick Gelgauda, IBS Board Chairman

A Reminder: EXHIBITS AND CONVENTION DESK RE-OPEN - BLUE ROOM

Saturday morning sessions continued

10:30AM TO 12:45PM

JAZZ RADIO - PALLADIAN ROOM

A special 2-1/4 hour long session on Jazz Radio Programming. Five leaders in the field will be on the panel to discuss the artists, techniques of programming, and the music itself.

Moderator: Ira Sabin, Publisher, Radio Free Jazz
Rick Shultz, Nat'l Promotion Mgr, Jazz & Progressive
Warner Bros. Records
Felix Grant, Jazz Programmer, WMAL, Washington
Arnold Smith, CTI Records
Rob Friedman, President, Record People

10:30 TO 11:30AM

ADVANCED RECORD COMPANY RELATIONS: LIFE BEYOND THE PLAYLIST - EMPIRE ROOM

Once your station has a good, timely, accurate and honest playlist together, you'll be doing a basic minimum of record company relations. What next? This session will present some interesting insight into the record business...beyond promotion, into artist development, production, career opportunities and more.

Moderator: Peter Gordon, Thirsty Ear Productions
Marilyn Lipsius, Arista Records
Mark Josephson, RCA Records
Jim DelBalzo, Polydor Records

10:30 TO 11:30AM

FCC QUESTION AND ANSWER SESSION - PART I - EXECUTIVE ROOM

While most staff people at the FCC deal in fairly specific areas, Allen Myers is involved with a wide variety of issues related to noncommercial educational broadcasting. Because of this, his informal question and answer sessions have been a popular feature of IBS National Conventions for several years. Here's a chance to ask about those FCC rules you don't understand, and maybe find something new about those you thought you did understand. This session will be repeated and/or continued as Part II at 4:30 p.m. this afternoon.

Moderator: Allen L. Myers, Broadcast Analyst
Educational Broadcast Branch, FCC

10:30 TO 11:30AM

BUDGETING TECHNIQUES - CLUB A Room

"Fast Fritz", IBS's treasurer, gives some pointers on pencil sharpening in the budget department at your station. Basic principles of accounting and financial planning are covered and delegate questions will be discussed and answered.

Moderator: Fritz Kass, Jr., Treasurer, IBS

10:30 TO 11:30AM

PREPARING A DEMO TAPE - CLUB B Room

A demo tape is more than an aural resume; it is an attempt to capsulize your on-air abilities formatted in a concise yet positive way, designed to gain a Program Director's interest. For this session, interviews were conducted with several New York City area Program Directors to see what they listen for in a demo tape. Their suggestions may help you in preparing your own.

Moderator: John Johnson, Asst. Gen. Mgr, WCCR Radio
City College of New York

10:30AM TO 12:45PM

THE CORPORATION FOR PUBLIC BROADCASTING - FORUM Room

Diana Calland, a key executive in the Corporation for Public Broadcasting (CPB), will talk about some of the basic facts regarding CPB, how it works, and what it does. Questions will be taken from the audience about the nature and role and future of this organization, and its relation to college radio.

Moderator: Diana Calland, Director of Radio Activities,
Corporation for Public Broadcasting

10:30 TO 11:30AM

HOW TO BECOME A NETWORK NEWSCASTER - COLONIAL Room

Some basic information on how network news organizations work, and how it's possible to go to work for them. Network news writing, reporting, and career opportunities will be discussed.

Moderator: Donald D. Budd, VP News, Mutual Broadcasting System

11:30AM TO 12:45PM

LICENSEE ELIGIBILITY AND RESPONSIBILITY - EXECUTIVE Room

The recent FCC action taking away WXPN's license in Philadelphia and a new docket on licensee eligibility have started school and college administrations re-thinking the role they should play in their broadcast station operations. In light of these developments, students also need to do some re-thinking about the way a student-managed station fits into the school or college structure, and its responsibilities to its community of license.

Moderator: Stuart Shorenstein, Attorney
Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind

11:30AM TO 12:45PM

REMOTES AND THE TELEPHONE COMPANY - CLUB A Room

A session for engineers and management personnel interested in learning about the basic and advanced aspects of doing regularly scheduled and special remotes, from an engineering standpoint. Telephone company connections, types and costs of lines, and equipment requirements will be covered, with time for questions and answers, by our resident phone expert.

Moderator: Ludwell Sibley, IBS Engineering Staff

11:30AM TO 12:45PM

TALK RADIO - A FAD OR HERE TO STAY? - CLUB B Room

Call-in shows, discussion programs, and extended news reports are all becoming major staples of radio programming, particularly on AM stations. What are the merits of talk programs, how do they work, and how can you do them at your station?

Moderator: Larry Butler, Director of Programming
Mutual Broadcasting System

11:30AM TO 12:45PM

CLEANING UP YOUR CARRIER-CURRENT SYSTEM - BOARD Room

Following Lud Sibley's session on Basic Carrier Current Engineering, this workshop will continue this topic area with a discussion of carrier current system trouble shooting techniques. This session is designed to give practical information on cleaning up older systems as well as newer ones that need work.

Moderator: Dan Braverman, President, Radio Systems Design

11:30AM TO 12:45PM

YOUR STATION'S OFF-THE-AIR IMAGE - COUNCIL Room

An important promotional activity often overlooked by broadcasters is the "image" of your station as an entity in the community. Your on-air sound is important too, but many people will also judge your worth using other criteria. This session will discuss your station's place in the community, which isn't necessarily the same thing as your place on the dial.

Moderator: Melissa Huston, Director, Advertising & Promotion
WRQX-FM, Washington, D.C.

More Saturday Morning Sessions...

11:30AM TO 12:45PM

RADIO DRAMA - FOYER A Room

Radio drama has seen a new gain in popularity, both on the local and network levels, through its appeal to younger audiences who've never before heard it, and to older audiences who remember radio as it used to be. It can stimulate the imagination as no other medium can. It's not easy to produce, but it can be rewarding to both participants and listeners. This session discusses what you might do with radio drama at your station.

Moderator: Irwin Gonshak, Asst. Producer, WNYE-FM, New York

11:30AM TO 12:45PM

FINDING A JOB IN THE PRINT MEDIA - CAUCUS Room

Work at a college station won't guarantee that a job at a commercial station is the right thing for you. There are other related fields of endeavor in communications, and the world of the print media is vast. This session will cover what some of the basic opportunities are, even for radio people.

Moderator: Jay Rosen, Freelance Music Critic & Writer

SATURDAY AFTERNOON

1:00 TO 3:00PM

IBS CONVENTION LUNCHEON - REGENCY BALLROOM

The IBS Luncheon is the one event in the entire convention where we all get together in one big room to celebrate. Follow the signs to the Regency Ballroom on the West end of the Shoreham Hotel. You must have your luncheon ticket to be admitted. Our guest speaker is a communications activist who's expected to have some things to say that will leave you thinking....and probably a lot more.

Guest Speaker: Nicholas Johnson, Chairman,
National Citizens Communications Lobby
(former FCC Commissioner)

3:00 TO 4:30PM

THE COMMUNICATIONS ACT RE-WRITE...AND THE PUBLIC INTEREST

EMPIRE ROOM

The re-write of the Communications Act of 1934 is one of the most important developments in broadcast history. Whatever happens in the final draft, the new Communications Act will be the law that you, as a broadcaster, and as a viewer and listener, will have to live with for some time. This session will give you a chance to learn about the latest version of the proposed re-write, to ask questions, and to make your views known.

Moderator: Rick Askoff, IBS Convention Chairman
Guest Speakers: The Honorable Lionel Van Deerlin, Chairman
House Subcommittee on Communications
Howard L. Kitzmiller, Special Counsel to the
Chief, Broadcast Bureau, FCC
Rob Fleming, Program Analyst, National
Telecommunications & Information Administration
Howard Symons, Staff Attorney, Congress Watch

More Saturday Afternoon Sessions...

3:00 TO 5:15PM

RECORD COMPANY FORUM - Group "A" - Palladian Room
Group "B" - Diplomat Room
Group "C" - Tudor Room

The 3 record company forum groups listed above will take place simultaneously. They are in "rounds" of 45 minutes each. Please note that the representatives from the record companies are divided evenly between rooms. Pick one room to start, and after 45 minutes, there will be a short break so that you can switch to another room. 45 minutes later, there'll be a final break for changing rooms. Therefore, everyone will have an opportunity to attend all 3 sessions. Please try to avoid disrupting sessions by changing rooms in mid-round.

GROUP "A" - Palladian Room
CBS - Dan Blaylock
Capitol - Ken Benson
Arista - Marilyn Lipsius
PM - Gene Perla
Rounder - Marian Leighton
Jet - Kenny Ryback

GROUP "B" - DIPLOMAT Room
A&M - Kathy Bacigalupo
RCA - Mark Josephson
Paul Brown
CTI - Arnold J. Smith
MCA - Laura Brotman
Motown - Barry Bluestein

GROUP "C" - TUDOR Room
Polydor - Jim DelBalzo
Warner Bros. - Ricky Shultz
Atlantic - Bruce Tennenbaum
Elektra/Asylum - Sherry E. Winston
Kingdom - James Cannings
Sire - John Montgomery
Clone - Bill Jorgenson

REMEMBER...YOU CAN START WITH ANY ONE OF THE THREE GROUPS and you'll have a chance to meet with the other 2, one after each 45 minute period. Individual station problems are best discussed with individual companies informally, outside of these group sessions. However, many of your questions are shared by other stations, and this is what these group sessions are about.

3:00 TO 4:30PM

GOING FM - FORUM Room

Getting an FM license for a noncommercial station is a different matter now that Docket 20735 has become effective. This session will cover the changes, but will start at the basics for those stations beginning plans for seeking an FM license and building a station. Engineering and management problems will be considered and questions answered.

Moderator: Ludwell Sibley, IBS Engineering Staff

3:00 TO 4:30PM

EQUIPMENT MAINTENANCE AND PROOF OF PERFORMANCE - CLUB A Room

Once you're on the air, and broadcasting, you've got to follow certain engineering procedures to make sure you stay on the air, operating legally and with a good, clean sound. This session will cover most FM equipment and studio maintenance problems, (applicable to Carrier-Current and Cable FM in most cases, too), and how to do the proof.

Moderator: Tom Gibson, IBS Engineering Staff
Guest Speaker: J.B. McPherson, Chief Engineer, WMAL-AM

4:30 TO 6:15PM

MANAGEMENT PROBLEMS FORUM - EMPIRE Room

A popular favorite in recent years at the IBS National Convention this workshop session is designed to deal with a full range of management problems on an informal basis. The speakers are the foremost experts on college radio management: station delegates themselves....the idea being to learn from each other. The guest speakers are the audience members, with a moderator leading the discussion.

Moderator: Jeff Tellis, President, IBS

4:30 TO 6:15PM

CAREERS IN MEDIA REFORM - FOYER A Room

There is a small, but dedicated and growing number of organizations working to clean up the "vast wasteland" these days. If you are discouraged at the prospect of getting out of school and working for the present commercial radio system, why not set your sights on changing it? This session will cover some of the present and future career opportunities in the field of media reform.

Moderator: Sally Steenland, Project Director
National Citizens Committe for Broadcasting

4:30 TO 6:15PM

COLLEGE RADIO AND THE COPYRIGHT LAW - COLONIAL Room

With ASCAP, BMI, and SESAC bills arriving at schools and colleges, this session discusses the copyright laws, their effect on stations, the fees established for different types of stations, and legal aspects of radio stations and music licensing. The moderator worked with IBS in appearances before the Copyright Royalty Tribunal in an effort to set reasonable rates for college radio stations.

Moderator: Sheldon E. Steinbach, General Counsel
American Council on Education (ACE)

4:30 TO 6:15PM

THE ART OF LOCAL NEWS - BOARD Room

Good local news reporting is not the same as National news, only smaller in scale. The character of local journalism depends primarily on the character of your locality. This session will focus on local news in the small town, where things certainly happen that are newsworthy...but you've got to know where to look for them.

Moderator: Diane Dimond, News Correspondent,
National Public Radio

4:30 TO 6:15PM

FCC QUESTIONS AND ANSWERS - PART II - EXECUTIVE Room

This is a repeat and/or continuation session from this morning, and your last chance to cover unanswered questions or to clear up any remaining misunderstandings about FCC rules, regulations, and procedures. See the description under Saturday morning, 10:30 a.m.

Moderator: Allen L. Myers, Broadcast Analyst
Educational Broadcast Branch
FCC

4:30 TO 6:15PM

PROBLEMS INHERENT IN MINORITY PROGRAMMING - CLUB B Room

In-depth workshop session designed to discuss many of the practical problems associated with minority programming. Among the topics: staffing, training, incentives, sources, coordination with local & area groups, acquiring talent, departmental structure, EEO provisions, purpose & benefit to station and community, effect of ascertainment, importance of rulemaking proceedings.

Participants: Ron Williams, Station Mgr. WHUS
University of Connecticut
Nan Rubin, Dir. of Pgm Development/Pub.Affairs
National Federation of Community Broadcasters

More Saturday Afternoon Sessions...

4:30 TO 6:15PM

PROGRAM PRODUCTION - THE EXECUTIVE PRODUCER'S JOB - CLUB B Room

Doing a documentary, radio drama program, interview series, etc., involves more than simply editing tape. The overall problems are the Executive Producer's job: designing the program or series, lining up guests, setting production schedules, and controlling costs. This session will discuss these functions.

Moderator: Rod Collins, VP Programming, IBS
Participants: Dan Keenan, Producer, Washington International Institute
Irwin Gonshak, Asst. Producer, WNYE-FM, New York

4:30 TO 6:15PM

STATION SECURITY - CABINET Room

One of the most persistent and sensitive problems of student operated radio is how to deal with rip-offs. Records, office supplies, and even equipment disappears, and internal and external people can both be at fault. A discussion of security systems...for managers and engineers...will take place here. Your own ideas are encouraged.

Moderator: Dick Gelgauda, Chairman of the Board, IBS

4:30 TO 6:15PM

ADVANCED CARRIER-CURRENT ENGINEERING - EMPIRE FOYER B

For those who have an understanding of carrier-current engineering basics, this session takes things several steps further in discussing system design, intstallation, trouble-shooting, and maintenance.

Moderator: Lud Sibley, IBS Engineering Staff

4:30 TO 6:15PM

COMPUTERS IN RECORD LIBRARIES (AND THE REST OF THE STATION, TOO) COMMITTEE Room

Programs for use at college radio stations, designed for school computer systems, will be discussed. Although the emphasis will be on record library management, other areas of use will be considered, such as budgets, logs, etc.

Moderator: Ted Koch
Business Manager, WCPR Radio
Stevens Institute of Technology

4:30 TO 6:15PM

NEW TECHNOLOGY IN TELECOMMUNICATIONS - DIRECTORS Room

For those interested in pursuing a career in communications, (broadcast, common carrier and others), this session will cover the developing technology of communications, including satellites, and what probably lies ahead. There'll also be a look at something unique in the present: a wind-powered 10-watt FM station.

Participants: Larry Singer, Washington, D.C.
Paul Shulins, Gen. Mgr. WPCR-FM
Plymouth State College

4:30 TO 6:15PM

INCREASING POWER and/or CHANGING FREQUENCY - FORUM Room

Discussion of FCC engineering and equipment requirements faced by 10-watt stations and others seeking power increases and/or frequency changes.

Participants: Ed Perry, President
Educational FM Associates
Dick Crompton, President, LPB, Inc.
John Ring, President, Ring Associates, Inc.

4:30 TO 6:15PM

RADIO TIME SALES - E-130 (Upstairs suite)

General discussion covering some of the basics of radio time sales, including direct and agency sales, different approaches to presentations, and also career opportunities in the real world. Note: Take elevator to first floor, room E-130.

Guest Speaker: Charles Phillips, Account Executive
WMAL-AM, Washington

SATURDAY evening

6:15 - 9:00PM **FREE TIME**
DINNER BREAK
On Your Own

9:00PM TO ???? **RECORD COMPANY HOSPITALITY SUITES**

see separate listings for room locations

SUNDAY MORNING

10:00 TO 11:30AM **THE REPORT OF THE CARNEGIE COMMISSION ON THE FUTURE OF PUBLIC BROADCASTING - EMPIRE Room**

The Carnegie II report proposes major changes in "public" broadcasting, including some which may well affect the future of student-operated noncommercial FM stations. These recommendations are likely to be taken seriously by those in positions to implement change. Now is the time to find out about what the report said, and what it can mean for you and for your station. After explanatory presentations, the session will open-up for questions, answers, and discussion.

Guest Speaker: Peter Low, Staff Member
Carnegie Commission on the Future of Public Broadcasting

Participants: Dick Gelgauda, Chairman of the Board, IBS
Jeff Tellis, President, IBS

10:00 TO 11:30AM **CABLE FM - FORUM ROOM**

Because of few FCC restrictions, relatively low cost transmission equipment, the increasing penetration of cable TV systems, and the "freeze" on new 10-watt FM station application cable FM continues to maintain steady growth and acceptance, both as an extension of carrier-current systems, and wholly on its own. This session will discuss the establishment and operation of a cable FM station, and some of the unique problem and advantages of going on the cable.

Moderator: Ludwell Sibley, IBS Engineering Staff

10:00 TO 11:30AM **IOTA BETA SIGMA ORGANIZING CONCLAVE - EXECUTIVE Room**

The national college radio honorary society, Iota Beta Sigma, will hold a meeting to discuss organizational plans and to coordinate activites.

Moderator: Mike Teer, Grand Executive Secretary
Iota Beta Sigma

12NOON **CONVENTION ENDS - HOTEL CHECK-OUT**

Free time to spend the day in Washington, and/or travel back to home or school.

Notes

on your own.....

There isn't much time to spare during the IBS Convention, so if you want to go outside the hotel to find meals or sightsee, it's best to do so quickly and efficiently. Don't miss out on the program, if you can help it.

For eating, we recommend that you restrict your search to the area within a few blocks from the hotel. On the map facing this page, you'll find a list of the closest restaurants and stores. Walking in the direction of the arrow (lower R.H. corner of map) down Connecticut Ave., over the Rock Creek Bridge, for about 20 minutes will bring you to a larger selection of restaurants, stores and shops, including some vegetarian and natural food places.

The Dupont Circle Metro Station (D.C. Subway) is also on Connecticut Ave. in that neighborhood. The Metro is a tourist attraction in itself; it's one of the most advanced subways in the world. Cost of a ride varies, and the gates don't accept coins or tokens. Instead, you buy a fare card at the entrance. Get about a dollar's worth on the card for one round trip.

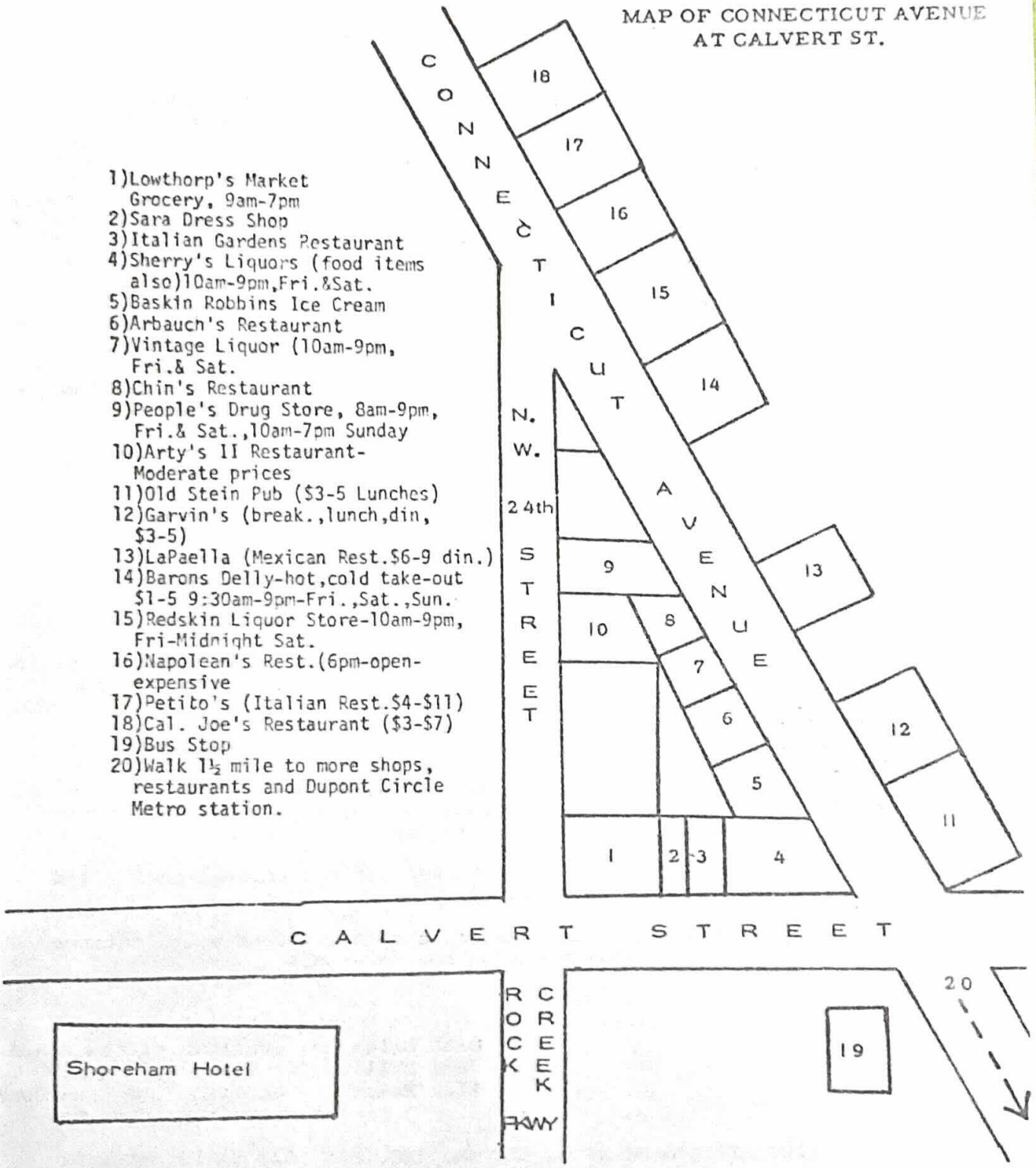
Metro isn't available at all times; hours go to midnight only on weekdays and 6:00PM on Saturday. Metro is not open on Sunday, so plan to take the bus or your car to travel around Washington.

In any case, you should check with either the IBS Staff or the Hotel Tour desk (by the registration desk) for information about travel. You can also get maps, tour tickets and other kinds of information this way. Don't waste time being lost or "confused". We're all happy to help you to enjoy your stay in Washington, and to get the most out of the IBS Convention.

IBS National Convention

MAP OF CONNECTICUT AVENUE AT CALVERT ST.

1)Lowthorp's Market Grocery, 9am-7pm
2)Sara Dress Shop
3)Italian Gardens Restaurant
4)Sherry's Liquors (food items also)10am-9pm,Fri.&Sat.
5)Baskin Robbins Ice Cream
6)Arbauch's Restaurant
7)Vintage Liquor (10am-9pm, Fri.& Sat.
8)Chin's Restaurant
9)People's Drug Store, 8am-9pm, Fri.& Sat.,10am-7pm Sunday
10)Arty's II Restaurant-Moderate prices
11)Old Stein Pub ($3-5 Lunches)
12)Garvin's (break.,lunch,din, $3-5)
13)LaPaella (Mexican Rest.$6-9 din.)
14)Barons Delly-hot,cold take-out $1-5 9:30am-9pm-Fri.,Sat.,Sun.
15)Redskin Liquor Store-10am-9pm, Fri-Midnight Sat.
16)Napolean's Rest.(6pm-open-expensive
17)Petito's (Italian Rest.$4-$11)
18)Cal. Joe's Restaurant ($3-$7)
19)Bus Stop
20)Walk 1½ mile to more shops, restaurants and Dupont Circle Metro station.



The success of an IBS National Convention depends on the efforts of many people. Planning for this year's convention started immediately after last year's ended, and we've already started working on next year's. But, we did want to acknowledge the contributions of a number of people to this year's success.

Special thanks to Representative Lionel Van Deerlin, FCC Commissioner Tyrone Brown, Dr. Robert Hilliard, CBS News Correspondent George Herman, and the many other industry, government, and other professionals who donated their time and expertise in making this convention a successful one. Thanks for their extra support go to the people at WMAL/WRQX, WJLA-TV, the Mutual Broadcasting System, and all of the other Washington area media companies and organizations whose personnel participated in our program. Likewise, a debt of gratitude is owed to all of the guest speakers, moderators, session leaders, and panelists who volunteered themselves to try to help you and your station. Thanks to our luncheon guest speaker Nicholas Johnson for being here, and for caring, and for making us take a closer look at ourselves and our industry, and working to change it for the better.

Our thanks to the record companies and equipment exhibitors for their continued support, for the good times at the hospitality suites, and for their extra help on our program this year...and to Paul Brown for coordinating much of it.

We warmly appreciate the many hours of work put in by many people from the 2 college radio stations co-hosting this convention:

WAMU - American University WRGW - George Washington University

Special thanks also to Allen Myers, who coordinated the participation of the FCC staff people on Friday afternoon, to those on the Commission staff who took the time to come down and talk with you, and again to Allen and to Bob Hilliard for their continued interest in and concern for college radio.

A number of staff and friends gave particular help in both planning and on-site work who deserve recognition by name. In alphabetical order, they include:

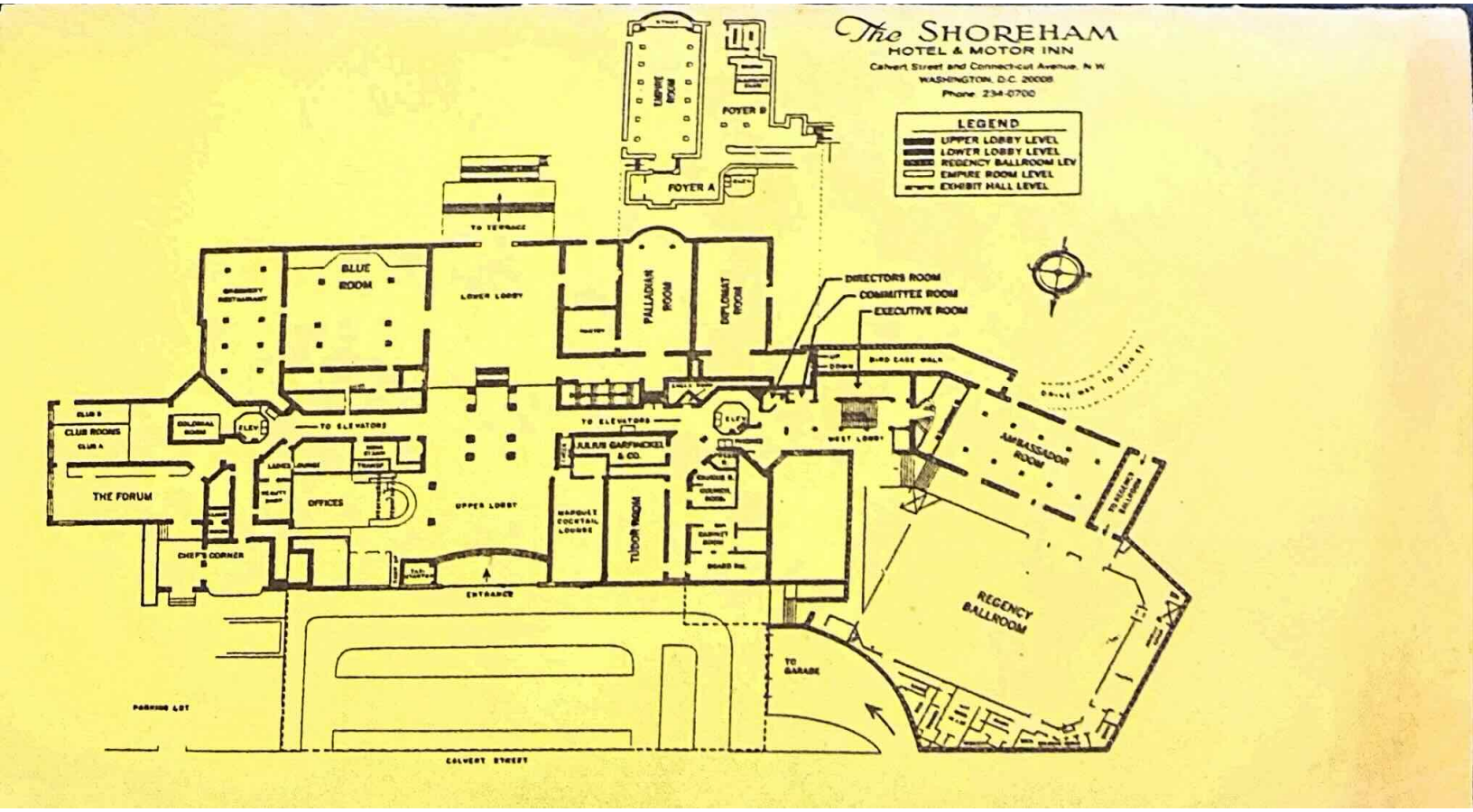
Dr. George Abraham	Don Kreis
Karen Anderson	Glen Lucas
Paul Brown	Helen Pease
Rod Collins	Norm Prusslin
Georgianna D'Acre	Beverly Salhanick
Tom Gibson	Ludwell Sibley
Fritz Kass	Mike Teer

If we've inadvertently left someone out, you know it was unintentional, and we do appreciate everyone's time and efforts.

And, of course, our thanks to you for coming, because without your continued interest and support, none of this would've been possible.

Dick Gelgauda, Chairman of the Board
Jeff Tellis, President
Rick Askoff, Executive Vice President
and Convention Chairman

INTERCOLLEGIATE BROADCASTING SYSTEM, INC. BOX 592, VAILS GATE, NY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BLUE ROOM
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